

Independence DAY

CELEBRATION PLANS

EVENT	PARTICIPATING
COOKOUT/BBQ	61%
FIREWORKS	41%
PARADE	12%
TRAVEL/VACATION	13%
OTHER	7%
NOT CELEBRATING	14%

OVERALL INDEPENDENCE DAY SPENDING



86%

Of people plan to celebrate Independence Day in the U.S.



29%

Of those celebrating plan to purchase additional patriotic items.



\$92.44

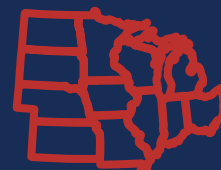
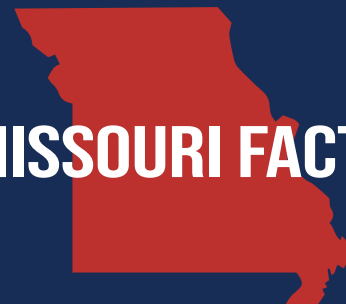
Average expected spending per person on Independence Day food items in the U.S.



\$8.9 BILLION

U.S. total expected spending on Independence Day food items.

MISSOURI FACTS



PATRIOTIC PLACES IN MISSOURI

Liberty, Independence, and Jefferson City, Missouri; named after Thomas Jefferson the author and signer of the Declaration of Independence.



17

The number of snack manufacturing companies in Missouri paying \$822 in weekly wages and employing 271 workers.



19

The number of businesses that made household appliances, including barbecue grills in Missouri.



\$85.7 MILLION

The value of fireworks imported to Missouri for sale.

Sources:

<https://nrf.com/research-insights/holiday-data-and-trends/independence-day> National Retail Foundation (NRF) and Prosper & Analytics
<https://www.wisertrade.org/home/portal/index.jsp> 2024 annual imports
<https://www.bls.gov/cew/data.htm> 2024 annual, NAICS 3391 and NAICS 3352